

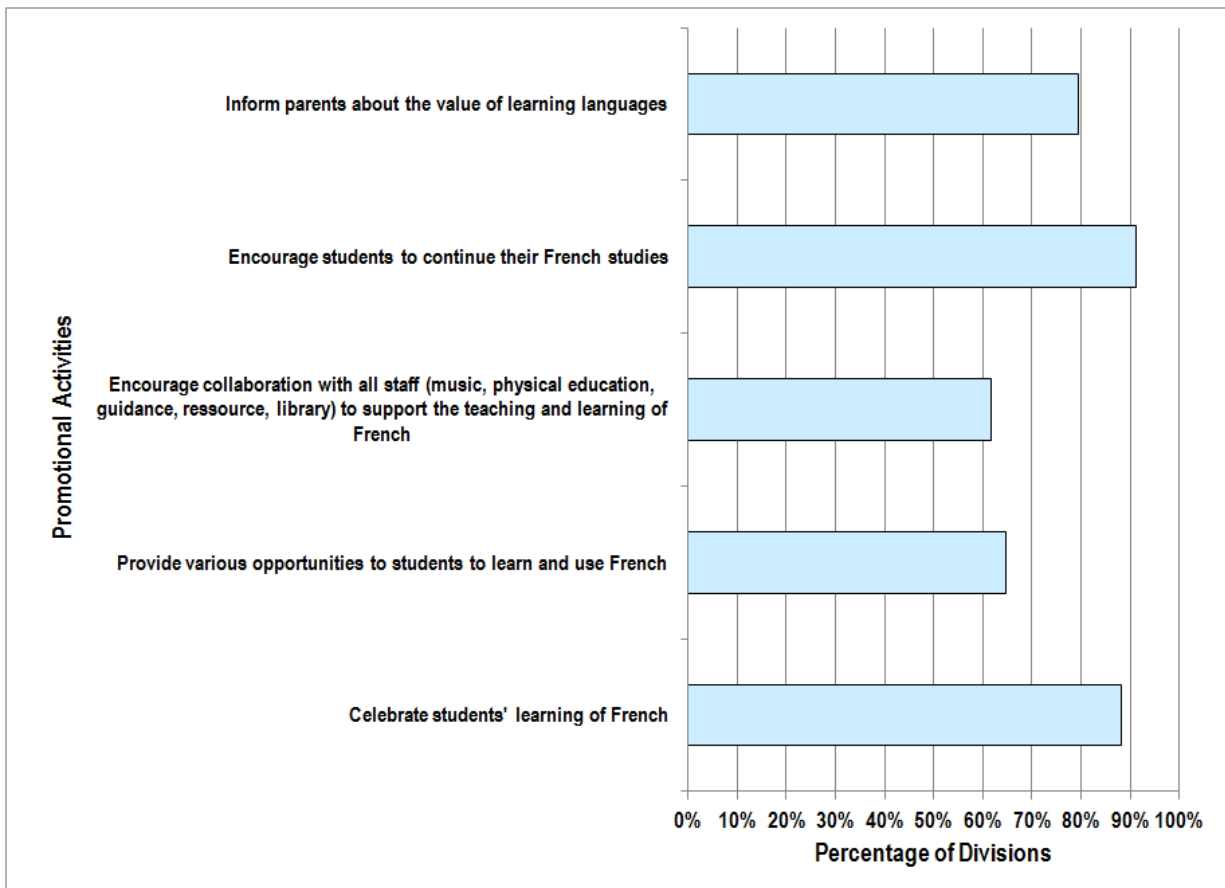
Section 3: Community Awareness and Promotion

Section 3 provides data regarding community awareness and promotion of French courses (English Program) throughout school divisions in Manitoba.

It is important to promote the benefits and advantages of learning French to students, parents and the community and to provide opportunities for students to learn French in various contexts. These promotional initiatives influence retention by encouraging students to study French throughout their schooling, until the end of high school.

Promoting the message that school divisions value and support the teaching and learning of French is a key element in maintaining vibrant French courses. School divisions were first asked how they promote French language learning throughout the division. Then they were asked to provide examples of how they inform and collaborate with parents, encourage and engage students and support staff thus demonstrating support of French courses.

13. How is the learning of French promoted in your school division?



The following are examples that demonstrate how the learning of French is promoted in school divisions, as per Question 13. The data has been grouped according to target audience: parents, students and staff.

For Parents

Communication - newsletters, divisional language brochure, community reports, information on divisional websites including videos, informational letters. These include information regarding French programming, the value of learning French, class activities (blog), opportunities for students (career, exchange)

Celebrations of learning - assemblies and concerts highlighting French learning, bulletin boards of students' work, student led conferences include examples of French learning, video conversations of students

Presentations - Kindergarten orientation session, parent information evenings at transitional points

For Students

Provide various opportunities to use French - field trips, Festival du Voyageur, French cultural days, I Love to Read month, extracurricular activities in French, travel and exchange experience (SEVEC), debating

Celebrations of learning - assemblies and concerts highlighting French learning, talent show, bulletin boards of students' work, world languages certificate and *Diplôme d'études en langue française* (DELF) certificates presented at graduation. Exposure to French throughout the school creating a positive environment for learning French; staff speaking French, music, O Canada, French books in classrooms and libraries, technology

Presentations and guest speakers - Canadian Parents for French (CPF), artists

Enriched French programming - integration of French across curricula, Intensive French, Accelerative Integrated Method (AIM), DELF certification, participation in EXCELS Program at Brandon University

Transition activities - course information and presentations for students at various transition points; student testimonials, school visits, guidance counselling promoting programs beyond the school; exchanges, university, volunteer

With Staff

Professional learning - staff PLCs, planning of integration of French across curricula, language courses for teachers, support from language coordinator and school division

Collaboration - amongst staff to enrich French language learning and exposure, physical education, music, library, resource; transition meetings between schools